

Outdoor Industry Sustainability

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History of the Outdoor Industry

- Humble Beginnings of the Outdoor Industry
- The Outdoor Industry Today



Outdoor Industry Overview



United States Department of
Agriculture - Forest Service

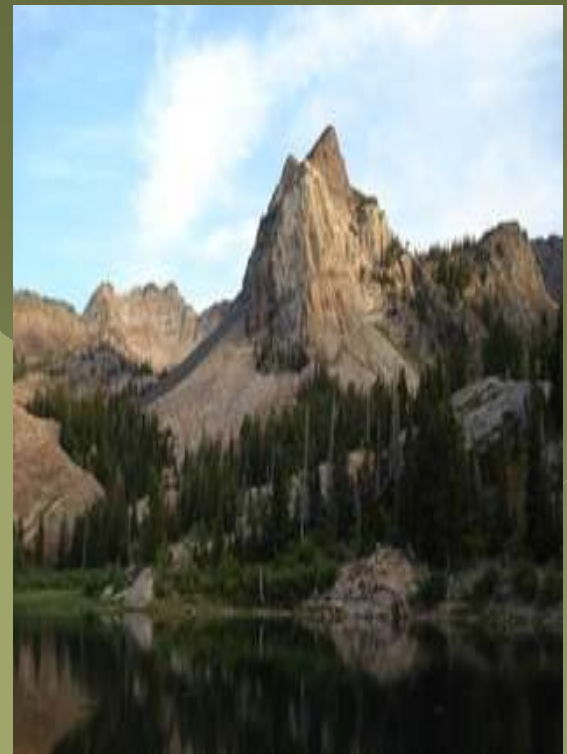


Players



Outdoor Industry Association

- **Founded in 1989**
- **Board of Directors**
- **Premier Trade Industry**
- **Over 4,000 Members**



OIA Members



Purpose of OIA

- ◎ **Raise Industry Standards**
- ◎ **Boost Participation**
- ◎ **Increase Revenue**
- ◎ **Represent the Industry**
- ◎ **Sustain and Encourage Innovation**



Outdoor Foundation

- **Vision**
- **Coalitions and Partnerships**
- **Promote and Motivate**
 - > Health and Wellness
 - > Passion
 - > Responsibility
 - > Social
 - > Integrity
 - > Accountability



Best in the Industry

“Be engaged in Cleaner, more efficient practices and otherwise pay close attention to the environmental impacts of everything they do.”

◎ **Green Practices**

- Environmentally Friendly
- Free of Harmful Chemicals
- Conserve Resources
- Clean Safe Standards
- Healthy Working Environments



Amer Sports

A Global Sports Equipment Company



Sustainability Lead

- ◎ **Products**
- ◎ **Employees**
 - > Community
- ◎ **Supply & Value Chain**



Product Sustainability

Product development

Atomic Renu ski boot

- 80% renewable raw materials



Wilson Staff Eco-Carry Bag

- 100% recycled



Salomon SickStick snowboard

Employee Sustainability

- ◎ **“America’s best places to work”**
 - 2009, Outside Magazine
 - > *Green Committee in Utah and Vancouver*
 - > *Telecommuting*
 - > *Balanced & Healthy lifestyle*
 - > *Recycling programs*



Supply & Value Added Chain Sustainability

- ◎ Third-party audit program
- ◎ Ogden location utilized old building, rather than rebuild with new materials
- ◎ Manufacturing sustainability initiatives throughout all facilities



Ogden, Utah

High Adventure Recreation - Ogden City - Windows Internet Explorer

http://www.ogdencity.com/en/recreation/high_adventure_rec.aspx

ogden city

Google Search

hp Y! Web Search

High Adventure Recrea... EDCU Remote Web Workp... Gmail: Email from Google High Adventure Recrea...

OgdenCity.com Home | Ogden Area Events Calendar | A-Z Index | City Directory | Contact Us

Ogden Utah
it's all within reach

Welcome to Ogden! Sign in

About Ogden Recreation Arts & Culture Government Community Public Safety Development Doing Business Search

Ogden City > Recreation > High Adventure Recreation

High Adventure Recreation

Don't come to Ogden expecting a typical mountain town. This is the place Al Capone said was too wild for his taste in the 1920s. And while we've replaced bootlegging, prostitution, and gambling with skiing, climbing, kayaking, and mountain biking, Ogden's soul will always be a bit rowdy.

If you're rolling around the western United States with a rack full of skis, snowboards, bikes, kayaks, climbing gear and an appetite for life, welcome to one of the funkiest places you've ever been.

Recreation

- High Adventure Recreation
 - Skiing & Snowboarding
 - Indoor Surfing
 - Skydiving
 - Hiking
 - Biking & Cycling
 - Climbing & Bouldering
 - Kayaking & Paddlesports
 - Ogden Trails
 - High Adventure Recreation Calendar
- Classic Recreation
- Sports Teams & Leagues
- Recreation Calendar

How Do I

Select a question

Upcoming Events

Havasupai Grand Canyon Back Packing Trip
Monday, Jul 13 - Friday, Jul 17, 2009
Havasupai, Grand Canyon

Cooperative Salmon River Raft Trip
Sunday, Aug 2 - Saturday, Aug 8, 2009
Salmon River

80-Hour Wilderness First Responder Course
Sunday, Aug 9 - Sunday, Aug 16, 2009
Weber State University

[See all »](#)

Ogden Weather

Sustainability is Generational

- ◎ **Transportation**
 - > Biking trails
- ◎ **Air Quality**
 - > Vehicle emissions
 - > CNG vehicles & station
- ◎ **Reuse of buildings**
 - > Open space
 - > Restore structures



Sustainable Support System

- **Sustainable Ogden Committee**

- Clean air, water and preserving open space
- High adventure recreation capital

- **High Adventure**

- Access, competition growth, promotion
- Paddle, bike, climb, ski

- **Goal Foundation**

- Events and volunteers



Local Outdoor Industry

Ski Industry That Moved to Ogden in Past 30 Months:



ROSSIGNOL



Community Results

- **Employment**

- > Direct and indirect job increase

- **Crime**

- > Decreased double digits

- **Taxes**

- > Policing, downtown clean up

- **Image**

- > Sustainable recreation town



Thank You

